

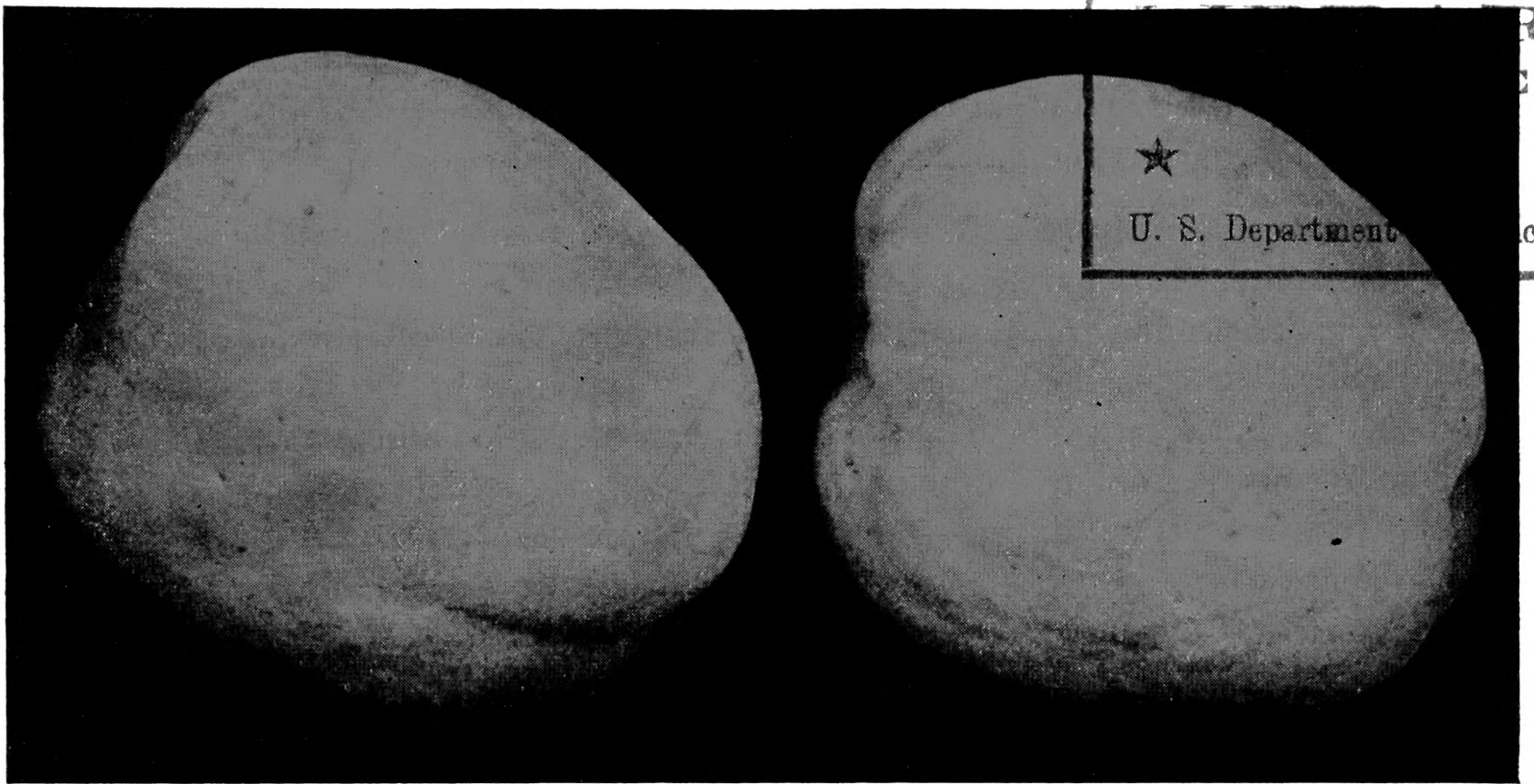
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THE OLD RELIABLE OREGON NURSERY CO.

Introducing THE NEW APRICOT



✓ GOLDBECK PERFECTION

The Perfect Apricot

- PERFECT in vigor and hardiness of tree standing a winter temperature of 30 degrees below zero at an elevation of 2650 feet.
- PERFECT in heavy annual bearing. The original tree reaching a maximum of 15 apple boxes about 600 lbs., in the season of 1935.
- PERFECT in uniform, large, delicious flavored fruit.
- PERFECT in color, rich golden apricot yellow ripening evenly all over.
- PERFECT in long keeping and shipping qualities, allowing the fruit to be picked tree ripe for shipping to distant markets.

TRULY A MARVEL-COT.

The Oregon Nursery Co. is propagating and distributing the Perfection Apricot on a royalty basis for the originators and no other person, firm, or corporation has a right to grow, sell, or offer for sale the Goldbeck Perfection Apricot. As the introducers of several new fruits of great commercial merit we are offering this new apricot believing it to be the greatest horticultural discovery in recent times. Because of the extreme hardiness of tree and constant annual bearing under adverse climatic conditions the Perfection will enlarge the territory where apricots can be grown successfully. Wherever fruit trees are grown the Perfection should be planted. Our trees are Pacific Coast grown standard one-year budded.

Facts learned about the original Goldbeck Perfection Apricot tree upon investigation by Oregon Nursery Co.:

When we received the first samples of fruit of this wonderful apricot in early August, 1935, our first thought was to at once go up to Waterville, Wash. and see the tree. Upon inquiry we were advised that the 1935 crop of 15 apple boxes, about 600 lbs., had already been harvested. It was then decided that it would be best to postpone the trip until the fruit season of 1936. In October, 1935 the early October freeze, that caused so much damage to fruit and nut bearing trees all over the Pacific Northwest, caught the Goldbeck tree with the season's growth not yet matured. This freeze prevented the old apricot tree from producing a crop in 1936. We, therefore, had to postpone our inspection trip until the season 1937.

As the fruit ripens at Waterville in the early part of August we went to Wenatchee, Wash., arriving there on the morning of August 3rd, 1937. Mr. Yount, our contact man, met us and we drove to Waterville, about 35 miles distance. Leaving the Columbia River at an elevation of 650 ft. we climbed 2000 ft. in six miles to the big bend plateau of the Columbia at Waterville and found the old tree on the Goldbeck property with a fairly good crop of fruit not yet quite ripe — on August the 3rd, 1937. There stood this old tree growing in a grass lawn where it has stood since planted there twenty-seven years ago.

The fruit as we saw it, not yet quite ripe, was larger and more uniform than any apricot we had ever seen although it had not received the usual care the past season. The reason was that Mr. Goldbeck, an aged man, had been taken seriously ill last spring and had to leave the home and go down to Wenatchee for treatment. He rented their home and as is very usual and customary, the renter did not realize the importance of keeping the ground irrigated and as a result of lack of moisture in that high, arid country, the fruit was not fully up to its normal size that year. And yet one thing that impressed us as we examined the fruit was its uniformity, scarcely a fruit on the tree was under the normal size.

When the hardiness of the tree is considered growing at an altitude of 2650 feet where the temperature goes down to as low as 30 degrees below zero at times, on a high plateau where commercial orchards of the hardiest fruit trees are not grown, and even in that severe storm period of December 1918, this tree came through without being injured, one must realize its extreme hardiness as an apricot. There the tree stands now after 27 years' growth with a trunk of about 8 inches diameter with a perfectly healthy top growth in its branches. It may well be designated a marvel-cot.

The Perfection surely excels all other apricots in the main essentials for home use and commercial purposes. We predict a rich harvest from orchards planted with this super-cot.

M. McDONALD, *President*

Oregon Nursery Co.

Origin and history of original Perfection Apricot Tree by the originators,
Mr. and Mrs. John Goldbeck and discovery by Mr. H. Yount:

Wenatchee, Wash.
July 7, 1936

It is a seedling that came from pit planted in 1911, presumably the Royal, as it was a box of small sweet cots bought from Mr. Thompson, near Orondo, Wash. The tree has born continuously from its third year. In earlier years 13 apple boxes were packed at one picking from the tree and only three years since it came into bearing has it failed a crop and that was on account of frost. Tree was badly damaged by Oct. 1935 freeze when the temperature dropped below zero. But at this date July 7, 1936, it is making a rapid recovery while other trees at the same elevation are mostly all winter killed.

This tree stands in the lawn and in consequence was watered all summer and was growing at the time freeze came. The season of 1935 the yield was 15 apple boxes, many of them too large to put in a narrow mouth Mason fruit jar. We have canned this fruit exclusively of all other varieties of apricots as the flavor is delicious when canned.

Signed: JOHN GOLDBECK
BERTHA GOLDBECK
Originators.

Wenatchee, Wash.
Dec. 21, 1936

Mr. M. McDonald
2024 N. W. 26th Ave.
Portland, Oregon

Dear Mr. McDonald:

You asked me to write you a description of, and how I happened to discover the new "Perfection" Apricot. Well, one day during July 1935 I engaged an old gentleman in conversation in Wenatchee and he mentioned having an apricot tree that bore cots "as big as my fist." That sounded pretty big to me, and I asked if I might see them, and he promised to write me when they were ripe, which he did from Waterville, Wash., where the tree was growing in his lawn.

I immediately drove to Waterville, which is situated at an elevation of 2650 feet above sea level and the temperature frequently drops to 30 degrees below zero. Well when I first saw the tree with its load of approximately 15 apple boxes of great golden colored apricots, many of them too large to be put in a Mason fruit jar whole, I just felt like the man when he saw his first giraffe, "There ain't no such animal." It just did not seem natural that cots would grow that large, but there they were, golden yellow all over and tree ripe but still firm enough to stand shipment to distant markets.

I have had years of experience with apricots but I have yet to see an apricot equal in size, flavor, or shipping quality.

H. YOUNT
Originator of the Riland Apricot.

Wenatchee, Wash.
June 8, 1937

Dear Mr. McDonald:

Yours of the 4th received. There will not be a heavy crop as the new growth of last summer is all the fruit wood there is on the tree. That is the result of the Oct. freeze of '35. There will be from 2 to 6 apple boxes of fruit, I think. There was no winter injury from the past winter but other trees suffered badly. Two cot trees standing about 100 feet from it are totally dead from the freeze, also a cherry tree 25 feet from it was killed.

I am more than pleased by the way it stood the extreme cold, 26 below zero, and still bearing what I consider a full crop for the amount of fruit wood produced since that freeze of Oct. 1935.

H. YOUNT

Excerpt from the *Wenatchee Journal*, Thursday, Aug. 5, 1937:

NEW COT VARIETY

Mr. H. Yount, of Rock Island, owner of the Riland Orchards, brought into The Journal office a new variety of apricot. It is a uniformly round fruit and according to Mr. Yount, attains a size that makes it particularly attractive for marketing purposes. The samples shown this writer were much larger than the usual cot and obviously not fully developed.

A deal of experimenting has been done with this cot, having been proven for one thing, that it is an excellent shipper. Mr. Yount says after the fruit was tree ripened, he kept it under conditions as near to transit conditions as possible for six weeks, and the flesh was still in excellent condition. "Firm as a green apple and yellow as gold," was Mr. Yount's poetical description.

The parent tree, now 26 years old, is growing at an altitude of 2650 feet and was in no way effected by a 30 below temperature that killed so many fruit trees in the district. This one tree has produced as many as fifteen apple boxes in a season and is predicted by Mr. Yount to be the solution for lifting the district out of its soft fruit dilemma.

Mr. M. McDonald, with the Oregon Nursery Co., and who is a familiar figure to all orchardists in this vicinity, is now introducing this new cot which has been named "Perfection."

It does seem that its size, even tree ripening, firmness and keeping qualities offer a combination that will be hard to beat.

Corvallis, Ore.
August 26, 1937

Mr. M. McDonald, President
Oregon Nursery Company
2024 N. W. 26th Ave.
Portland, Oregon

Dear Mr. McDonald:

Your letter and the apricot samples addressed to Professor Schuster were referred to me.

This was my first opportunity to examine your Perfection apricot and I was impressed with its appearance and quality. The fruit itself has unusual quality, the pit is comparatively small and the texture of the flesh is exceptionally good. The specimens held up in fine shape for nearly a week after they arrived here. Of course, I have not seen the tree and I am not familiar with its bearing habits, but judging the matter on the basis of the fruit this appears to be an unusual variety.

Very sincerely yours,
HENRY HARTMAN,
Horticulturist, Oregon Experiment Station.

Excerpt from the *Wenatchee Daily World*, Friday, April 15, 1938:

"Waterville Cot Tree Father of Newest Variety. 'It was I who planted that seed,' says Mrs. Bertha Goldbeck of Orchard Avenue. She planted it in the yard at the Goldbeck home in Waterville 27 years ago. It was over 20 years old before its qualities gained general notice, and now H. Yount, Rock Island grower who has been working with it, claims it is the coming apricot.

The cot is hardy. Several years ago it went through 28 below zero temperatures and bore heavily the following summer. Also it comes on early and the fruit is extremely firm, Yount says. It can be left on the tree until tree-ripe, and still is firm enough to ship to New York and be on the markets several days before it will begin to break down, Yount asserts."

Wenatchee, Wash.
May 13, 1938

Oregon Nursery Co.
2024 N. W. 26th Ave.
Portland, Oregon

Gentlemen:

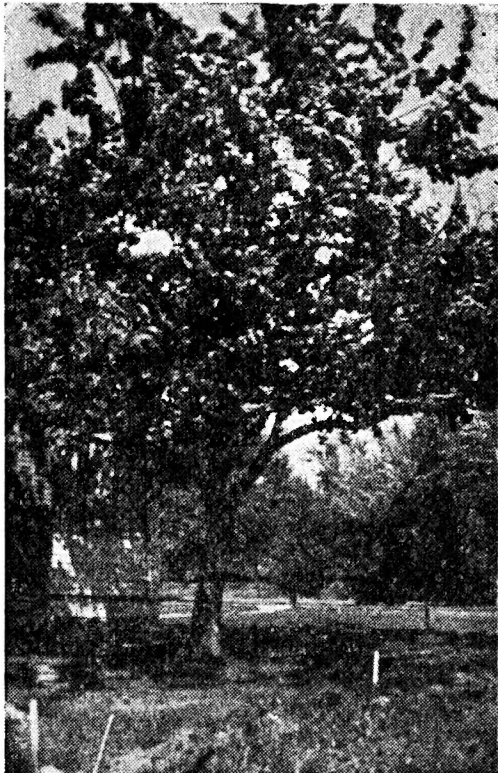
Your inquiry regarding my two year old Perfection Apricot trees received. In reply, these trees without exception (145 trees) are all heavily loaded with fruit as high as 160 fruits on a tree. And remember they are only two years old from the time the bud started to grow or only two seasons growth previous to what they have grown this spring.

I have had many years' experience working with cots but from my observation and testing of the Perfecion I have come to the conclusion that had I the privilege of making a cot to order I should not know what more to add or change in order to improve upon the PERFECTION. After three years of close observation I have failed to find a flaw or weakness in the Perfection in either tree or fruit.

Very truly yours,

H. YOUNT

Originator of the Riland Apricot
Rt. 5, Wenatchee, Wash.



Original Perfection Tree
August 3rd, 1937



Mr. and Mrs. Goldbeck
Originators

Oregon Nursery Co.
Portland, Oregon

Umatilla, Oregon
July 12, 1940

Dear Sirs:

In reply to your letter of July 2, I wish to say that I am more than pleased with my Perfection apricot trees and fruit planted Feb. 16, 1939.

When the fruit reached maturity on June 22nd, they were a golden yellow, uniformly shaped, however I noticed they were not ripe enough to eat until about a week later, but could have been packed and shipped on that date.

I believe they are the best shipping cot on the market, because of size, color, shape, and firmness of fruit and early maturity.

I noticed also that the Moorpark were not one day ahead of the Perfection in this district, which means Perfection can be sold on the early market.

Sincerely yours,
E. V. McFarland

During the winter and spring of 1937 we shipped to customers the first trees of the Perfection apricot propagated. All of which were one year from the bud grown in the summer of 1936. In order to test and prove the claim of its hardiness, size, and bearing under varied climatic conditions, these trees were distributed over a wide section of the Pacific Coast and Rocky Mountain country. After two years we have received the following reports from growers and newspapers which support its claim as the PERFECT APRICOT.



Tilton Apricot—Season 1939
70 Tiltons to face a standard Apricot Box.
14 Tiltons made one pound.

Perfection Apricots — Oregon grown
Season 1939
35 Perfections to face a standard Apricot
Box. 4 Perfection fruit make one pound.

The above photograph well illustrates the difference in size of the Perfection over the best Tiltons. In weight the Perfection is just about four pounds to one of the Tilton, or an average of about four times the size of the Tilton.

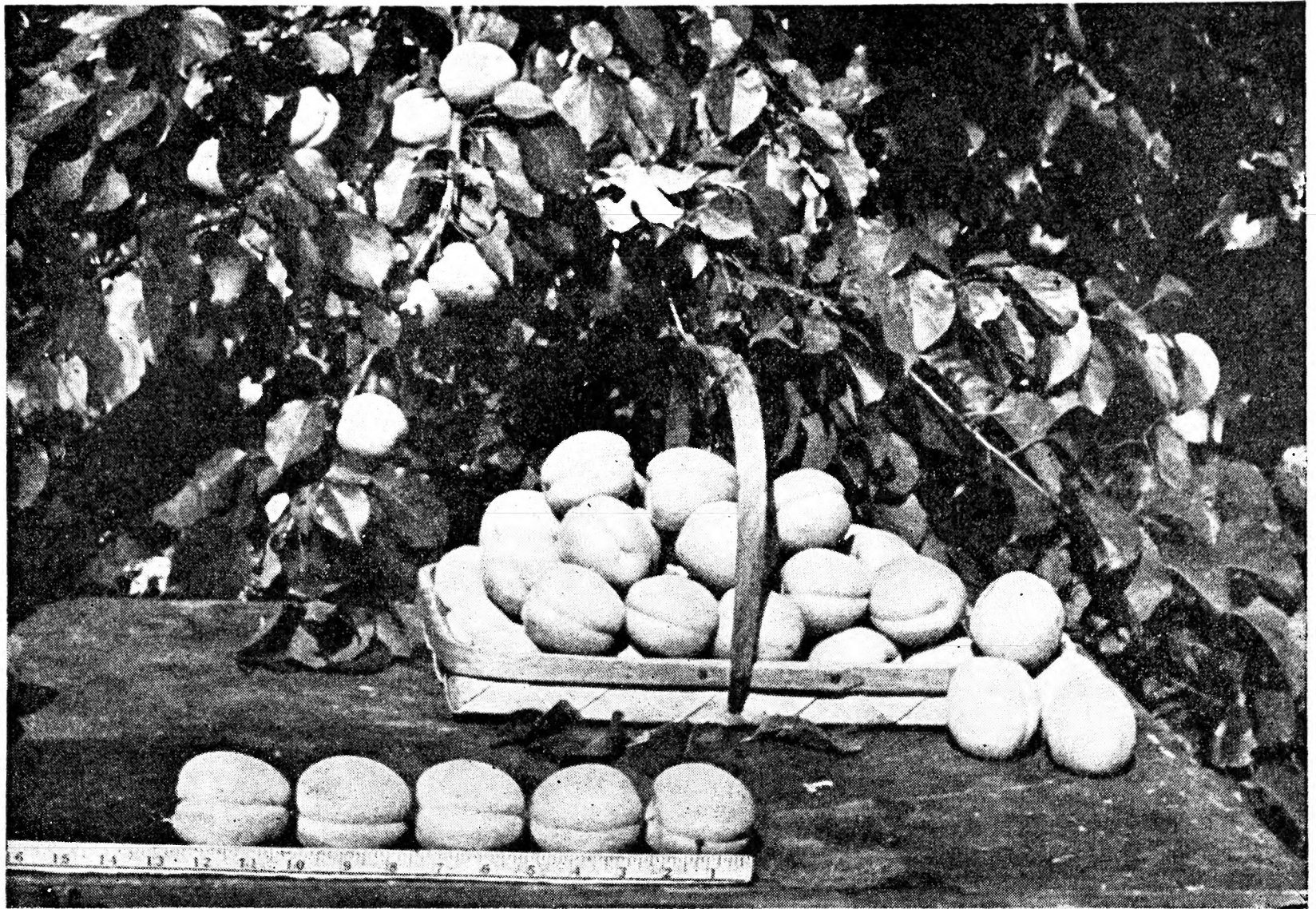
Size and weight is only one point in which the Perfection is superior to all known varieties of apricots. All other claims made for the Perfection is born out by the wonderful showing made in the Lincoln Wheeler Perfection trees grown at Scappoose, Ore., which bore a fine crop of fruit on two year trees planted in the early season of 1937, one year trees from the bud when planted.

Oregon Nursery Co., Portland, Oregon

Wenatchee, Wash., August 14, 1939.

Well about my crop of Perfections; the trees were loaded more heavily than last year and I picked the last of them the 30th of June. Those that I packed in 15-lb. lugs, brought me 75c per lug, which figures \$100.00 per ton. In view of the fact that \$40.00 per ton was top price for other varieties, I consider that a remarkable price.

H. Yount,
Rt. 5, Wenatchee, Wash.



Perfection Apricot trees in Lincoln Wheeler's orchard at Scappoose Oregon. This was a one year old tree from the bud planted in the spring season of 1937, and photographed in July 1939, which illustrates the early and prolific bearing of this peer of all apricots. When it is considered that the Willamette Valley, Oregon has not heretofore been a successful bearing Apricot section, it will be understood that the Perfection is not only adapted to the higher and colder sections, like Waterville, Washington, where it originated, but is proving a success in the lower valleys. Now the great Willamette Valley may plant Perfection Apricots with the assurance of successful fruitage.



Fowler Photographs Sandy, Utah

Oregon Nursery Co., Portland, Oregon.

Sandy, Utah., August 21, 1939.

Gentlemen: We have been wanting to let you know about our Perfection apricot orchard. The trees have grown beautifully. This year they have made a growth of about 30 inches. The fruit on the trees was much larger than the average apricot in this locality. They were truly exceptional as to size, uniformity, and flavor. Our personal opinion of the fruit was that it was delicious in flavor, very juicy, and had a very nice texture.

Mr. and Mrs. Harry C. Fowler,
Rt. 1, Box 454, Sandy, Utah.

Oregon Nursery Co., Portland, Oregon

Sept. 8 1939.

Knowing Mr. McDonald, we planted 100 Perfection apricot trees in the spring of 1937 on his recommendation. Represented as what might be called a brand new find of its kind, we were concerned as to whether it would be just another good apricot, however two years after planting we harvested apricots, every tree bearing some fruit of a sort which after they had been picked and shown to people, we found that most folks would not believe they were apricots, until we had reassured them and they had tasted them.

Their size is so phenomenal, with uniformity in color, texture of the flesh, and keeping qualities, certainly entitles them to the name, Perfection.

Lincoln Wheeler, Scappoose, Oregon.

Oregon Nursery Co., Portland, Oregon

Phoenix, Arizona, August 28, 1939.

In regards to the Perfection apricot. My trees as you know were just 21½ years old at last bearing season. Owing to our long growing season here we were able to pick about a lug or 25 lbs. from each tree.

These cots run larger than any grown here in the valley and production, so far, is up to any other variety we grow. The trees I have on my place are to date larger than any of my other apricot trees and all are the same age.

There is another marked difference in the Perfection trees at blossom season. The Perfection trees started to bloom with one of our earliest apricot trees and continued to bloom beyond our latest varieties. This assures us of a crop every year regardless of late frost. We are well satisfied the way the Perfection trees are showing up here, and in our estimation they are the coming apricot.

Yours truly,

R. R. McKay, Rt. 10, Box 485

The Oregon Sunday Journal, Portland, Oregon, July 23, 1939

BIGGEST APRICOT IS PRODUCING AT SCAPPOOSE

Samples of the wonderful Perfection apricot that created so much excitement here during the last two years, have been received from some young trees at Scappoose. The fruit came from the Lincoln Wheeler place there, which contains 100 trees of the new variety. They are two years old and are expected to grow their first commercial crop next season.

The Perfection apricot, which originated on a tree at Waterville, Wash., grows to the size of the average peach of this territory. The tree is being distributed by M. McDonald of the Oregon Nursery Company and demand has exceeded supply by a heavy margin.

The original tree at Waterville has been producing record-sized fruit for 27 years.

Independent Enterprise, Payette, Idaho, Thursday, July 27, 1939.

CHAMPION APRICOT BEING DISPLAYED

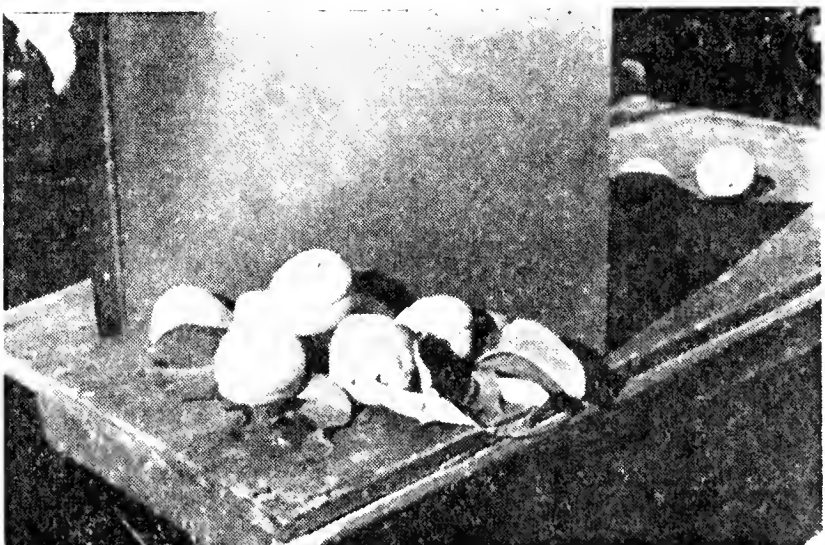
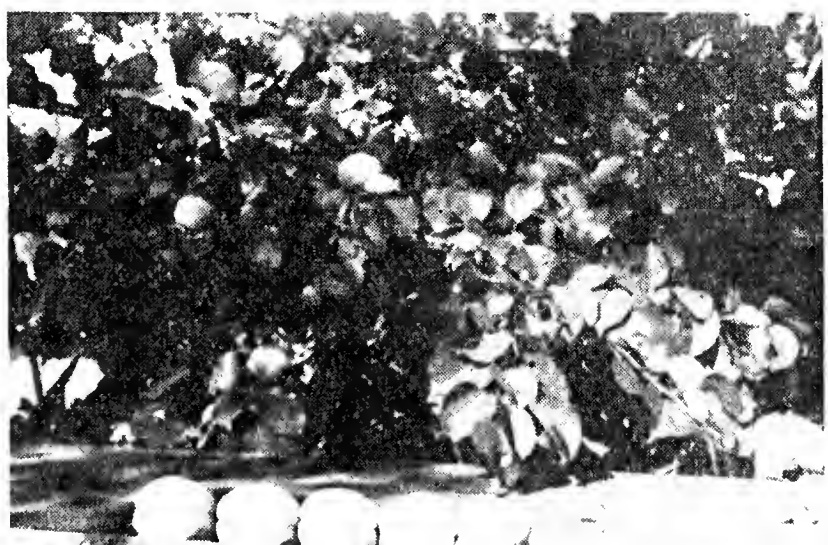
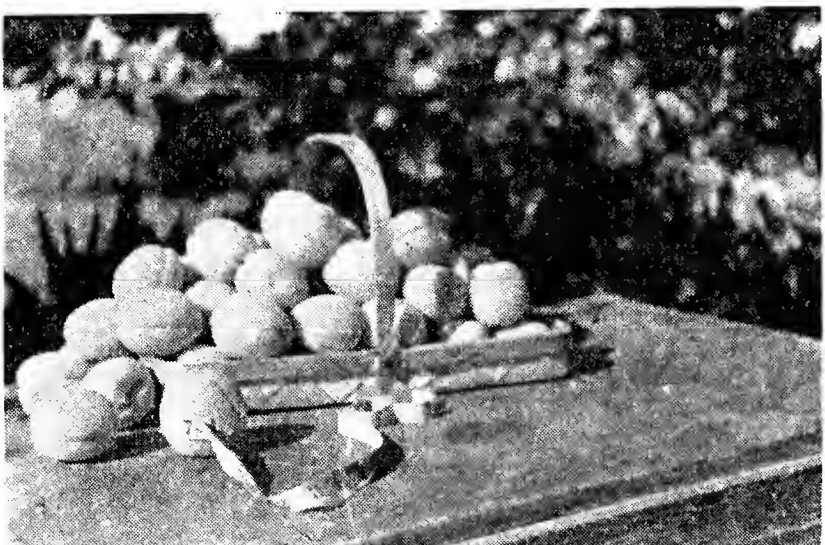
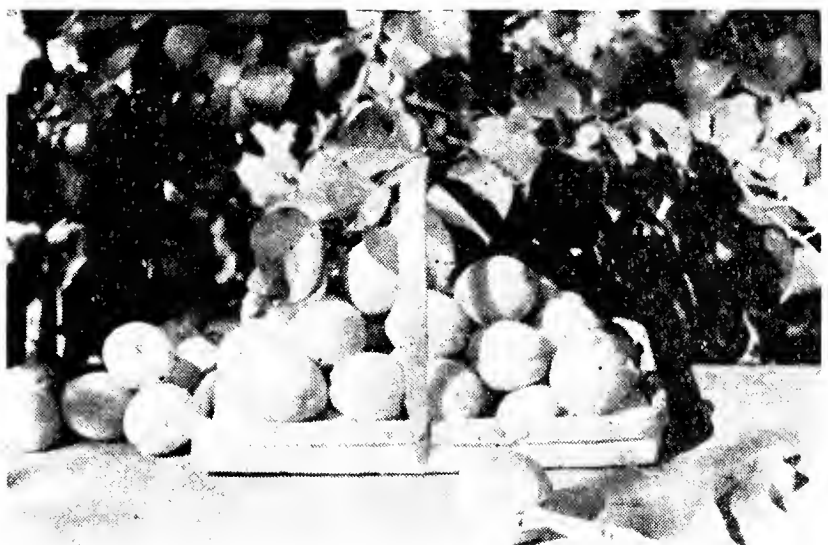
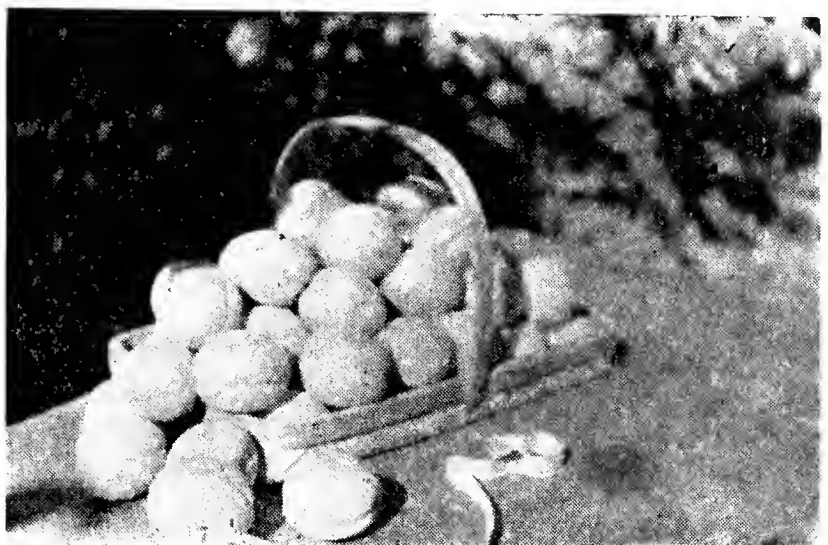
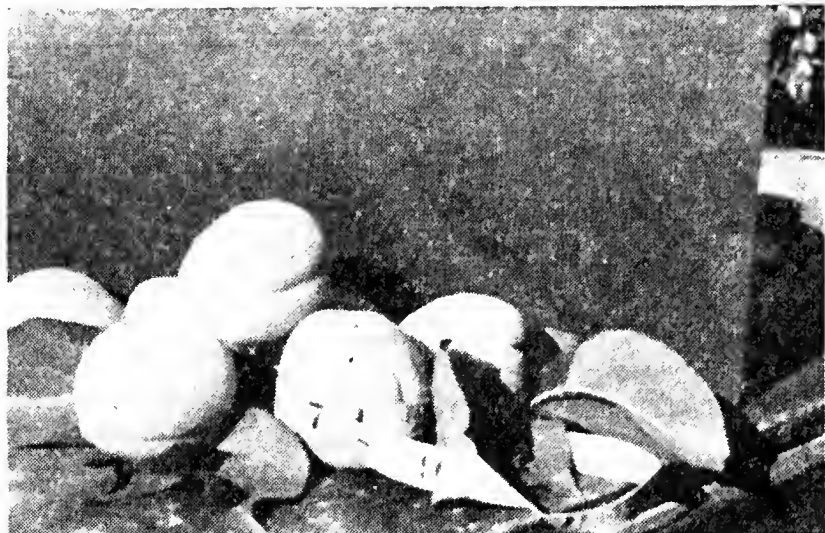
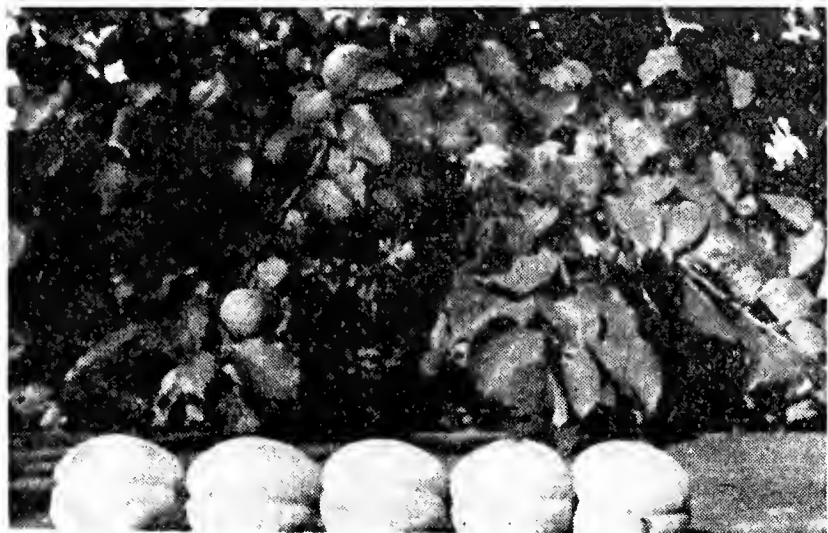
A species of Probdignagian apricots, called the "Perfection" were being exhibited around Payette this week by Col. L. V. Patch while residents scoffed at the idea that the fruit he had were "cots."

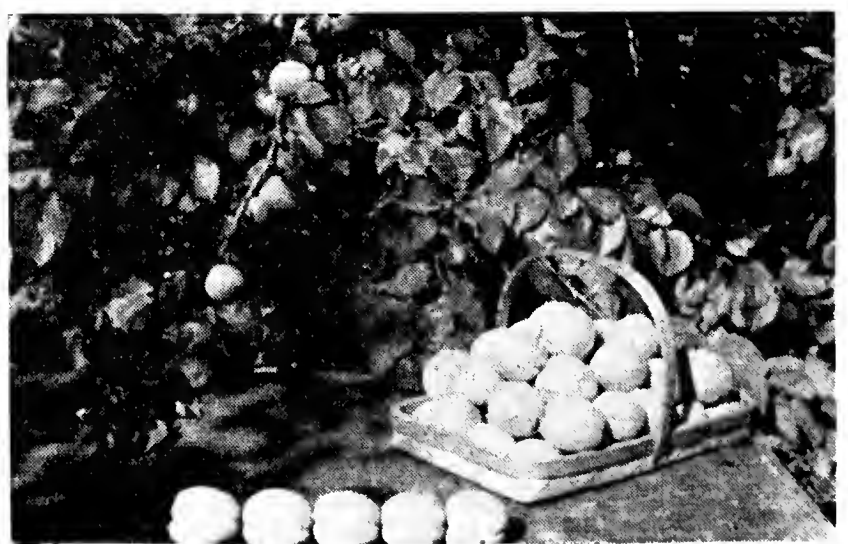
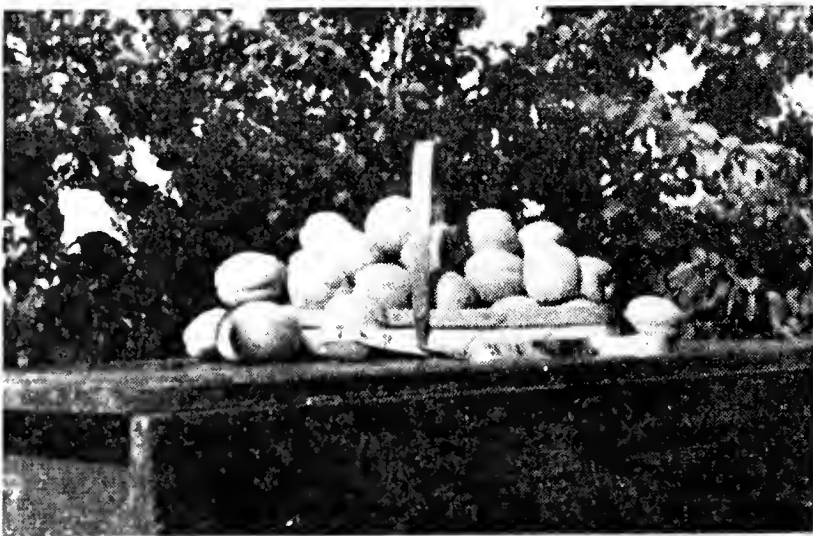
More than twice as large as the average apricot, and about the size of the average peach, the fruit comes from a tree that was only two years old, Colonel Patch said. Although there were only a few of the fruit on the tree, the size was prodigious.

One of them, no larger than the rest measured eight inches in circumference. Colonel Patch said he was planning to plant some more of the same type of trees.

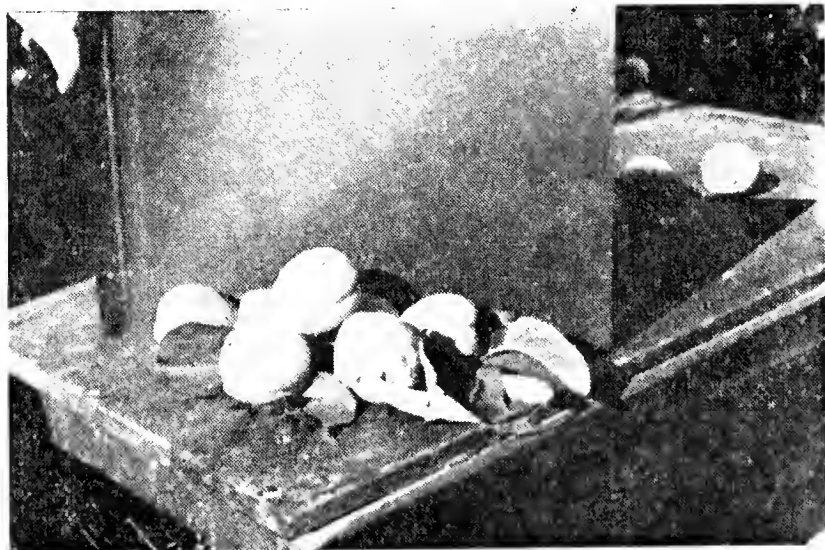
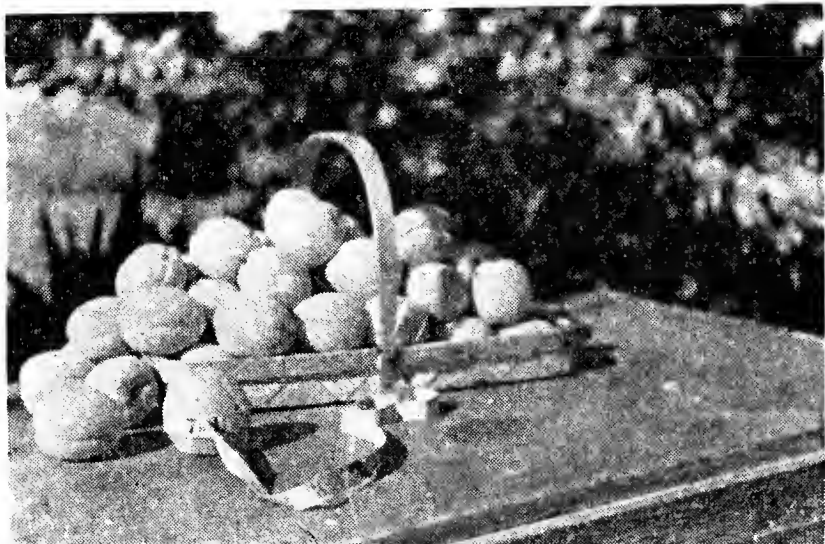
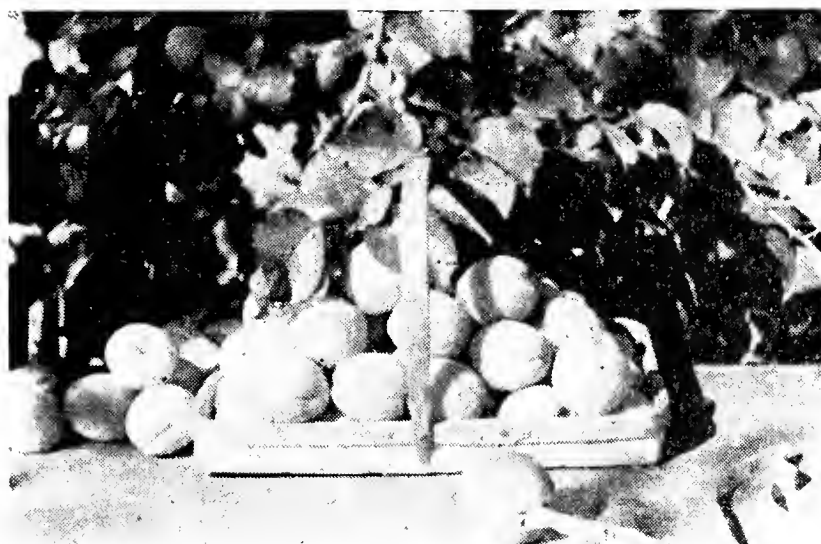
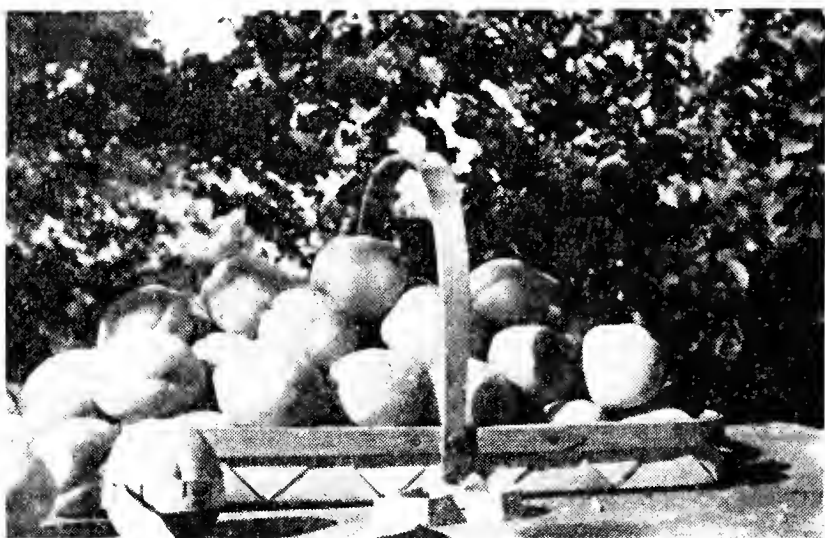
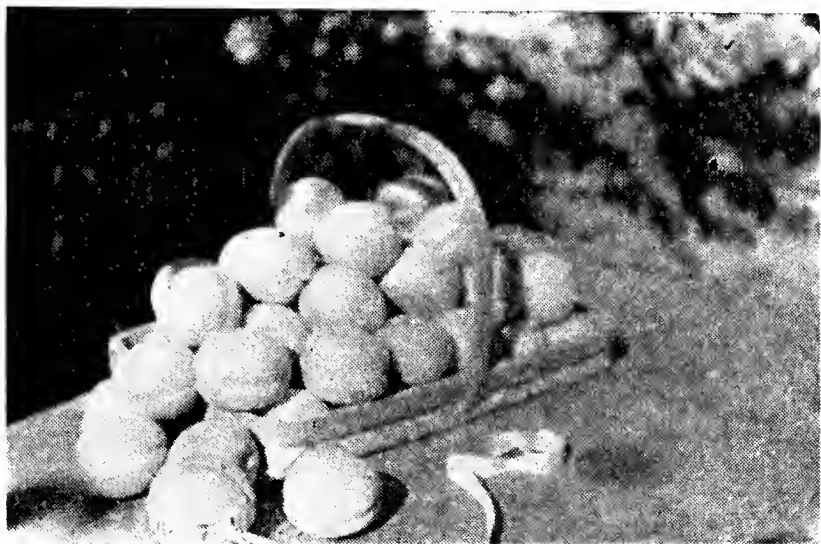
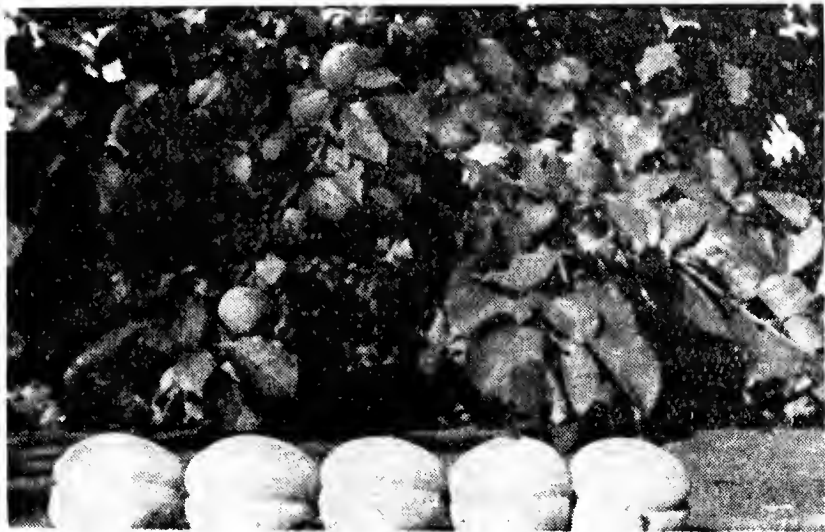
Hillsboro Argus, Hillsboro, Oregon, July 20, 1939.

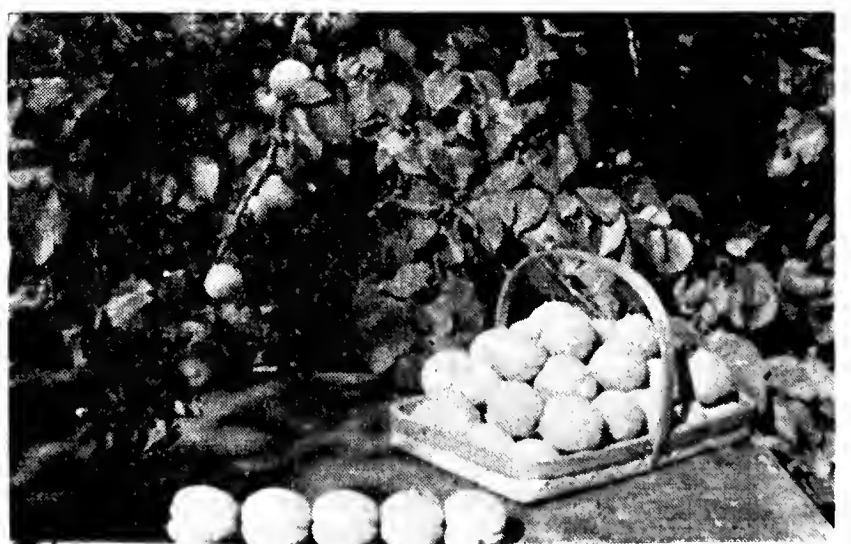
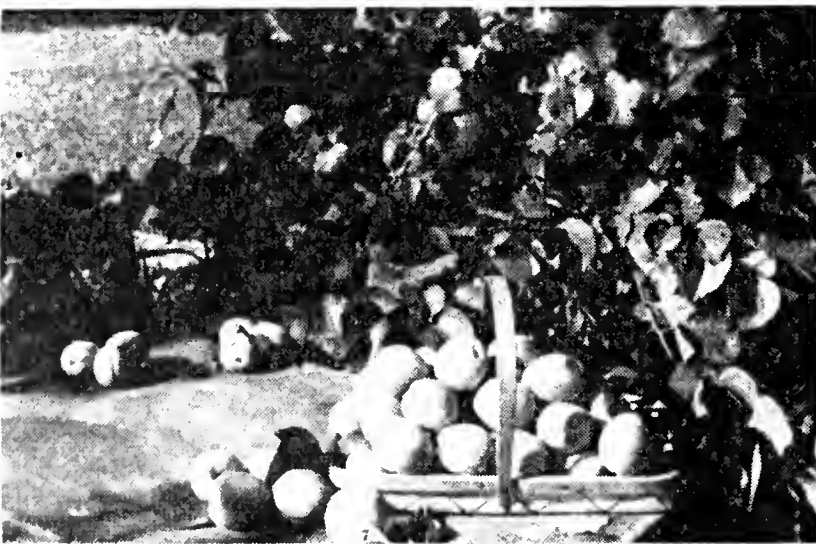
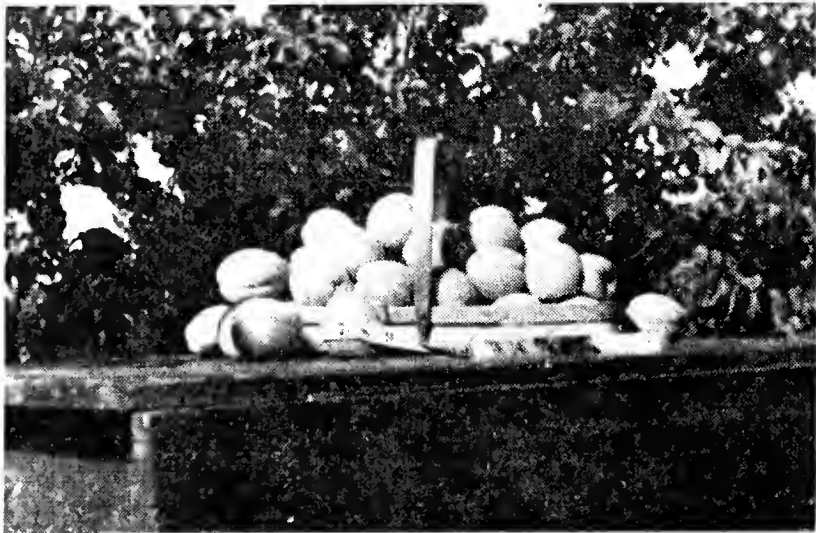
Samples of Perfection apricots, a newly developed variety of a fine color and size almost that of a peach, are shown at the Argus. They were brought in by Miss Florence McDonald, who explained that these were grown in the test orchard of Lincoln Wheeler at Scappoose, Oregon. The trees are property of the Oregon Nursery Co., in Portland.





Harvesting the Goldbeck Perfection apricot in the Lincoln Wheeler orchard, Scappoose, Oregon, July 1940. Oregon Nursery Co., 2024 N. W. 26th Avenue, Portland, Oregon, sole propagators.





Harvesting the Goldbeck Perfection apricot in the Lincoln Wheeler orchard, Scappoose, Oregon, July 1940. Oregon Nursery Co., 2024 N. W. 26th Avenue, Portland, Oregon, sole propagators.

In presenting this third annual edition of the Perfection Apricot with testimonials from growers and others who have sampled fruit, we are pleased to note that the qualities set forth in the original statements are born out in the following testimonials, as to the hardiness of trees, bearing, color, keeping, and shipping qualities of fruit.

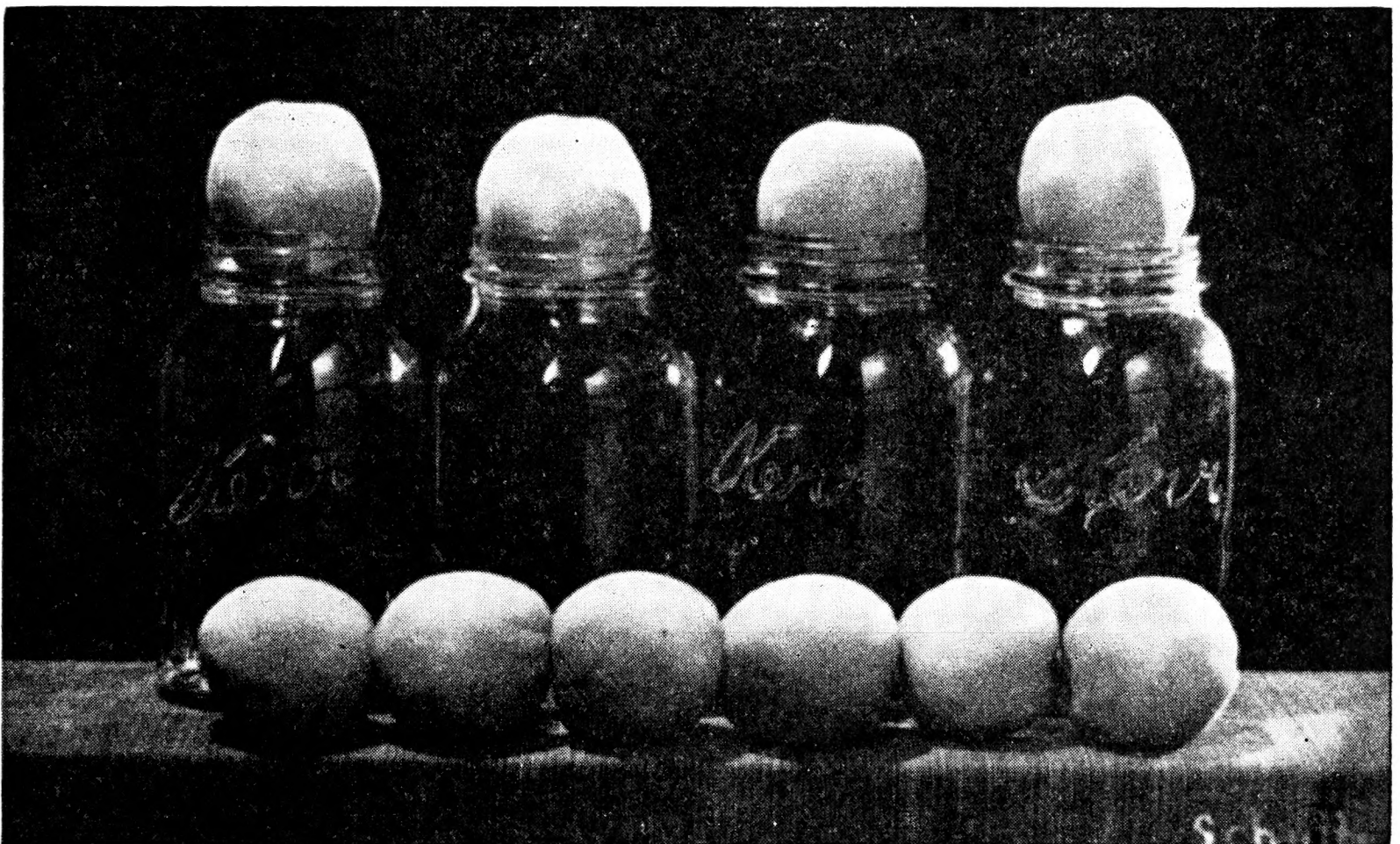
We would call the reader's attention to the following agreement of Mr. and Mrs. Goldbeck, originators of the Perfection apricot, which speaks for itself. No other person, firm, or corporation is entitled to sell or offer for sale the Goldbeck Perfection apricot unless they carry written authority by the Oregon Nursery Co.

To Whom It May Concern:

Waterville, Wash., Sept. 13, 1935.

This is to certify that we John Goldbeck and Bertha Goldbeck, husband and wife, the originators and owners of the seedling apricot tree to be propagated and distributed under the name of Perfection, have entered into a contract with the Oregon Nursery Co., an Oregon corporation, giving them the sole and exclusive right to propagate, sell, and distribute the above named Perfection Apricot trees. And no other person, firm or corporation has or will receive any bud or grafting wood or the right to propagate, sell or offer for sale trees of this new apricot originated by us on our home place in Waterville, Wash.

Signed JOHN GOLDBECK
BERTHA GOLDBECK



Oregon Nursery Co.
Portland, Oregon

Wenatchee, Wash.
Aug. 2, 1940

Gentlemen:

Enclosed find photograph of Perfection apricot fruit picked from original tree now in its thirtieth year which confirms my previous statement that the fruit often will not go into a Mason jar whole.

I hear it said many times that young trees will produce large fruit but when the trees get old the fruit will be small.

H. Yount

Oregon Nursery Co.
Portland, Oregon

Wenatchee, Wash.
July 26, 1940

Gentlemen:

I planted 100 Perfection apricots the spring of 1939 and this spring 1940 some of the trees bore fruit of very large size. I am sure "sold" on the Perfection cot and intend planting all my available land to this variety.

Theo. O. Sandberg

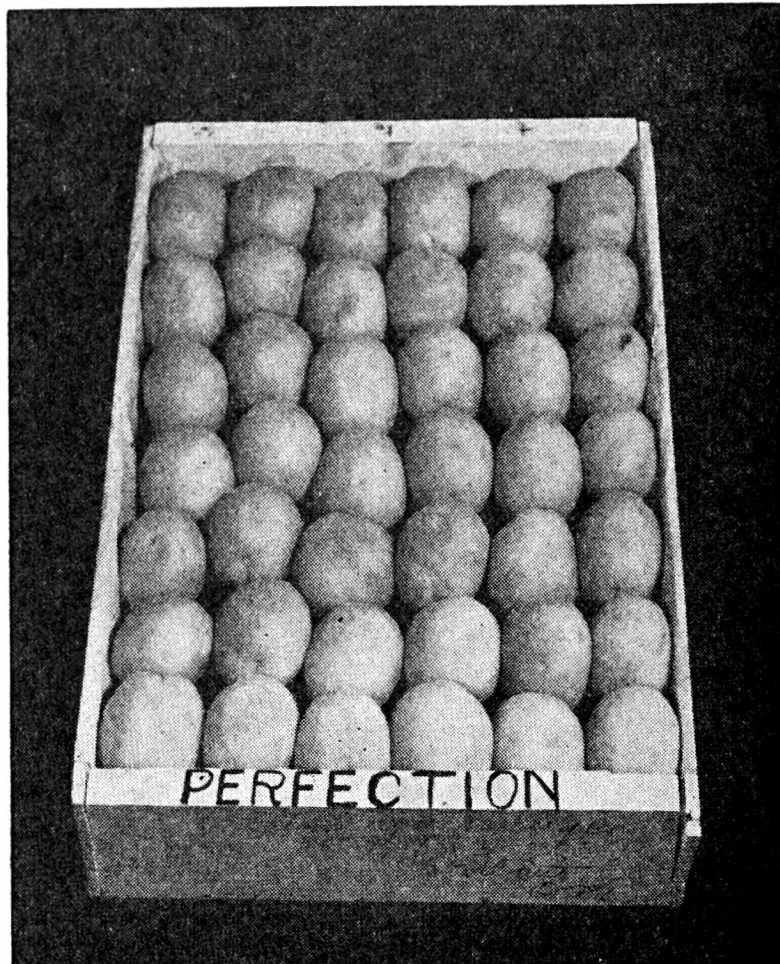
Oregon Nursery Co.,
Portland, Oregon

Scappoose, Oregon
April 13, 1940

The Perfection apricot trees started blooming the first of March and the last blossoms are just now dropping. The fruit at this date have quite a variation in size from $\frac{1}{8}$ inch to $\frac{3}{4}$ inch in length, showing some fruit set from each series of blossoms.

Sincerely,

Mrs. Lincoln Wheeler



This box of fruit was grown on the Peter Wheeler ranch in the Waterville, Wash. district, altitude 2300 ft. Shipped to us in Portland, Oregon and shown on the Farmers' Market for 8 days.

Oregon Nursery Co.,
Portland, Oregon

Scappoose, Oregon
August 15, 1940

Gentlemen:

We were surprised this year to find another merit in the Perfection apricot, which was that the blossoming period was so extended it gave us a nice convenient picking range.

The size and quality was just as unusually fine as ever.

Yours truly,

Lincoln Wheeler

THE IDAHO DAILY STATESMAN

Boise, Idaho, July 16, 1940

LARGE APRICOTS GROWN

Apricots grown by Pete Glavanoff, brought to the Statesman office Monday afternoon, could easily have been taken for peaches, they were that large. Mr. Glavanoff planted 100 Perfection variety trees three years ago in his orchard north of Boise, near the foot hills. Right now the trees are heavy with fruit; picking will begin Tuesday. Four of the apricots weigh a pound, said Glavanoff.

OREGON GRANGE BULLETIN

Mr. M. McDonald
Oregon Nursery Co.
2024 N. W. 26th Avenue
Portland, Oregon

Portland, Oregon
1135 S. E. Salmon
August 9, 1940

Dear Mr. McDonald:

This is a late "thanks" for your generosity and thoughtfulness in sending us the box of delicious Perfection apricots. They were grand and all of us here at the Grange Headquarters enjoyed them.

You may be sure that we shall sing the praises of your Perfection apricots and shall tell all persons inquiring about this type of fruit where they can get nursery stock.

Cordially yours,
Oregon Grange Bulletin
Ursel C. Narver

CALIFORNIA GRANGE NEWS

Mr. M. McDonald, President
Oregon Nursery Company
2024 N. W. 26th Ave.
Portland, Oregon

Sacramento, Calif.
309 Insurance Building
August 9, 1940

Dear Mr. McDonald:

Thank you kindly for the excellent samples of Perfection apricots which you sent us. They certainly live up to the excellent descriptions we have been hearing of them. They are large and have a very fine flavor. Too often when apricots attain size they lose their fine flavor. But this is certainly not so with Perfection apricots.

The fruit arrived in excellent condition and had it not been so good, would have lasted longer.

Cordially yours
Wm. A. Ayres, Editor
California Grange News



Orders will be booked for fall of 1940 and spring of 1941 while the supply lasts. Oregon Nursery Co. pays the freight.

\$1.25 each; \$10.00 per 10; 5 at 10 rate; \$20.00 per 25; and \$65.00 per 100; 50 at 100 rate; 250 at \$60.00 per 100; 500 at \$55.00 per 100; 1000 at \$50.00 per 100 with transportation paid to nearest freight, express or postoffice.

OREGON NURSERY CO.

2024 N. W. 26th Avenue

Portland, Oregon



PERFECTION — *Champion of the cots.*

This is one of the big years in apricots and the fruit is really of larger size and better quality than normal. Much attention continues in regard to the offering of the "Champion" apricot which is being distributed to growers. It grows unusually large fruit of long-keeping quality and excellent flavor. In the picture Florence McDonald of the Oregon Nursery Company is shown with fruit going 9½ inches for four apricots. The parent tree is in the Wenatchee country.

Oregon Journal, July 12, 1940. (Fruit from the Lincoln Wheeler orchard at Scappoose, Oregon.)



Perfection tree planted in spring of 1937, now bearing a heavy crop.